

SPF SIG ARMVC Causal Factor Tool #3A  
On-Premises Consumption Establishment Observation

	ID#	ID#	ID#	ID#
<b>Retail Availability</b>				
RA1. What is the zip code or major cross streets near the establishment?				
RA2. Which days of the week is the establishment open?				
RA3. How many hours a day is the establishment open?				
RA4. Do they sell high strength alcohol (100 proof + alcohol, Everclear, etc.)?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
RA5. Do the patrons appear intoxicated?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
RA6. Other notes.				
<b>Promotion</b>				
PR1. Are happy hours with discounted drinks offered?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR1B. If there is a happy hour, when does it start and when does it end?	start time: duration: days:	start time: duration: days:	start time: duration: days:	start time: duration: days:
PR2. Are "all you can drink" specials offered at this establishment?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR2B. If yes, when are "all you can drink" specials offered?	start time: duration: days:	start time: duration: days:	start time: duration: days:	start time: duration: days:
PR3. Are "two for one" drink specials offered at this establishment?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR3B. If yes, when are "two for one" specials offered?	start time: duration: days:	start time: duration: days:	start time: duration: days:	start time: duration: days:
PR4. Are there price specials for larger amounts of alcohol purchased (e.g. 20 oz beer vs. 12 oz)?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR4B. If so, when is the special offered?	start time: duration: days:	start time: duration: days:	start time: duration: days:	start time: duration: days:

Community: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ Rater Initials: \_\_\_\_\_

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PR5. Are there specials for certain groups (e.g. ladies night, college night, etc)?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR6. Other notes on the price of alcohol sold.				
PR6. Is alcohol advertising visible from the outside of the establishment (e.g. neon signs, posters, etc.)?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR7. Is there alcohol advertising on the inside of the establishment?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR8. Does the establishment offer free alcohol-related merchandise or promotional gifts?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR9. Describe advertisements for the establishment that you have seen in the community, in the newspaper, on bill-boards, etc.? List apparent target pop and any unique aspects of the advertisement.				
PR10. Does the establishment hold special promotional events (e.g., use of models to promote tasting of different kinds of alcohol, recreational events, etc.)?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR11. Does the establishment advertise extra large size of beer or other drinks?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR12. Other notes on how alcohol or the establishment is promoted.				
<b>Alcohol Policies</b>				
PL1. Are there "no sales to minors" signs posted?	Yes No ?	Yes No ?	Yes No ?	Yes No ?

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PL2. Are patrons under 21 allowed in this establishment (e.g. concerts, until a certain time of night)? <u>If no, please skip this section.</u>	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PL3. Please describe what circumstances under which 21 year olds are allowed in the establishment.	a. With parents b. Allowed in area away from bar c. Allowed until a certain hour d. Allowed any time in all sections e. Other	a. With parents b. Allowed in area away from bar c. Allowed until a certain hour d. Allowed any time in all sections e. Other	a. With parents b. Allowed in area away from bar c. Allowed until a certain hour d. Allowed any time in all sections e. Other	a. With parents b. Allowed in area away from bar c. Allowed until a certain hour d. Allowed any time in all sections e. Other
PL4. How are over 21 year olds distinguished from under 21 year olds?	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other
PL5. If applicable, please describe how and where ID checks occur (at the door, server, bartender, etc.).				
PL6. Have establishment staff received EASY training?	a. all b. some c. none d. ?	a. all b. some c. none d. ?	a. all b. some c. none d. ?	a. all b. some c. none d. ?
PL6. Other notes on the policies for different age groups using the establishment. (e.g., do you notice non-purchasers being carded?)				

Other comments, including typical clientele (e.g., professionals, bikers, college and young adults, etc.)

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